

SHIPMENTS

(To All Direct Accounts)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>
13 wk Base May. 27, 1994	44.96	26.93	11.29	7.16	7.48	2.41
August 26, 1994 (13wm)	<u>44.79</u>	<u>26.18</u>	<u>11.62</u>	<u>7.33</u>	<u>7.48</u>	<u>2.39</u>
	(0.17)	(0.75)	0.33	0.17	0.00	(0.02)
<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>				
13 wk Base May. 27, 1994	67.50	32.50				
August 26, 1994 (13wm)	<u>67.68</u>	<u>32.32</u>				
	0.18	(0.18)				
<u>PM MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>V. Slims</u>	<u>B & H</u>	<u>Merit</u>	<u>Parliament</u>
13 wk Base May. 27, 1994	28.10	8.06	2.37	2.47	2.36	0.66
August 26, 1994 (13wm)	<u>28.21</u>	<u>8.00</u>	<u>2.36</u>	<u>2.39</u>	<u>2.38</u>	<u>0.67</u>
	0.11	(0.06)	(0.01)	(0.08)	0.02	0.01
<u>PM BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Bristol</u>	<u>Alpine</u>		
13 wk Base May. 27, 1994	4.57	1.82	0.20	0.36		
August 26, 1994 (13wm)	<u>4.72</u>	<u>1.70</u>	<u>0.17</u>	<u>0.35</u>		
	0.15	(0.12)	(0.03)	(0.01)		
<u>PM PRIVATE LABEL</u>	<u>PM</u>					
13 wk Base May. 27, 1994	1.78					
August 26, 1994 (13wm)	<u>1.56</u>					
	(0.22)					

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